





BJORN A.E. GULPEN-SPEK

HELPING DESIGN TEAMS GROW, BUSINESS' BECOME USER-CENTRIC AND MAKING CUSTOMERS HAPPY

CONTACT ME

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The Netherlands


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 [linkedin.com/in/bjorngulpen/](https://www.linkedin.com/in/bjorngulpen/)

 Portfolio on request


37 Years


Dutch


13+ Years


35+ Projects


Cat person

Utrecht University
Master New Media &
Digital Culture



2009 / 2010

Capgemini Netherlands
Managing UX
Consultant



2013 / 2018

**Publicis Groupe /
Digitas Lost Boys Int.**
UX Lead BeNe



2019 / 2020

Quantela Inc.
Director of Design



2020 / 2021

**Netherland Public
Prosecution Service**
Business Consultant UX



2021 / present

EXPERIENCE



September 2021 - Present

📍 Utrecht, The Netherlands

Netherlands Public Prosecution Service | Business Consultant User eXperience

The Public Prosecution Service has established the ambition to have one uniform way-of-working by 2027, supported by one modular case management system for all cases within criminal law. I was responsible for the design of a user-friendly and personalised UI that effectively and efficiently addresses the integration request, as well as the implementation a future-proof and organisation-wide UX strategy and UX team.



July 2020 - September 2021

📍 Hyderabad, India

Quantela Inc | Director of Design

Responsible for the setup and implementation of a multi-talented design team with focus on research, design and testing and the creation of a future-proof multi-channel design strategy. I was responsible for the redesign of Quantela's brand identity, created the foundation for the Quant design system and created an inhouse usability lab for usability testing.



January 2019 - June 2020

📍 Amsterdam, The Netherlands

Publicis Groupe/DigitasLBI | UX Lead Belgium/Netherlands

Responsible for (re)building the Publicis Groupe BeNe UX team and expanding their UX client portfolio and strategy. Furthermore I was seconded, as Lead UX/UI Designer, at Robeco and redesigned the Client OnBoarding process for residential consumers. I led and facilitated the client-based UX/design team.



February 2013 - December 2018

📍 Utrecht, The Netherlands

Capgemini Netherlands | Managing UX Designer (consultant & counselor)

01/2018 - 12/2018 - Managing UX Designer (consultant & counselor)
01/2015 - 12/2017 - Senior UX Designer (consultant)
02/2013 - 12-2014 - UX Designer (consultant)

Managing Consultant with focus on making complex online and mobile interactions easy for clients. Experienced in Service,- UX,- and Mobile Design. Product Owner and SCRUM master. Responsible for actively contribution to Capgemini's UX strategy and clients portfolio.

EDUCATION



Emerging Leadership Program
Capgemini | 2017



**Master New Media &
Digital Culture**
Utrecht University
2009 - 2010 | not graduated



**Cummunication &
MultiMedia Design**
Hogeschool Zuyd
2005 - 2009 | Bachelor graduated
Thesis: Digitization of the zero-line Mental Healthcare
Secretary of the fraternity Volupia



MKAEC
Arcus College
2001 - 2005 | graduated

CERTIFICATES

Human Factors International
Certified Usability Analyst (CUA)
Certified User Experience Analyst (CXA)

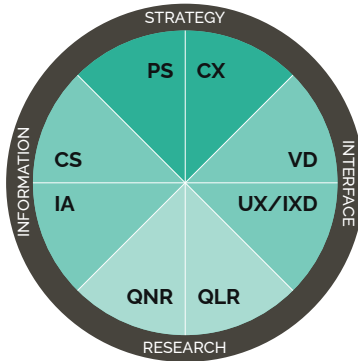
Google
Google Analytics Qualified Individual

Capgemini Academy
Team Leadership
Coaching - The approach
Giving feedback

SCRUM.org
Professional SCRUM Master I (PSM1)
Professional Product Owner I (PSPO1)

For a full overview of my experience, checkout the projects at the 'Projects' section on my [linked profile](#).

COMPETENCES & SKILLS



Hands-on UX skills

Service design, Design Sprints, Usability testing, Copywriting, User flows, Interviews, Surveys, Card sorting, Ethnography, Task analysis, Heuristic evaluation, Content analysis, Personas, Wireframing, Rapid (clickable) prototyping, Competitive analysis, Scenarios, Task flows, Customer/Experience journey mapping, Story boarding.

SIDE ACTIVITIES

2007 - Present 📍 The Netherlands

Head of referees (South Netherlands region) | National Referee

Responsible for managing, organising and developing referee skillset. Also refereeing (int)national championships/competitions.

2012 - Present 📍 Hamburg, Germany

National Trainer (Germany) | Sponsored Athlete

Reebok sponsored athlete & trainer for the German Les Mills national team. Presenting quarterly workshops and teaching initial module training for new Les Mills instructors.

HOBBIES & PASSIONS



TECHNOLOGY

Adobe

Create Suite XD InDesign Photoshop

UX tools

Axure Sketch Figma InVision Morae Optimal Workshop

Analysis

Google Analytics Hotjar VWO

Development

Agile Scrum HTML5 CSS

AWARDS



Professional of the year

Capgemini Netherlands B.V.
January 2014



Website of the year (politie.nl)

Capgemini Netherlands B.V.
February 2016

LANGUAGES

Dutch

Spoken ●●●●●
Written ●●●●●

English

Spoken ●●●●●
Written ●●●●●

German

Spoken ●●●●○
Written ●●●○○

REFERENCES



Evert Larooi

Commercial & Operational Director
Publicis Groupe | +31 6 - 51084969



Durk-Pieter Noordenbos

Partner & User eXperience Lead
BWH Ontwerpers | +31 6 - 51897540



Emelie Rydh

Senior Visual Designer
Quantela | +31 6 - 40609936